

# Tourism Industry Structure

## Tourism Operator / Business / Organisation



## Marketing Co-operatives

### International:

Great Southern Touring  
Route  
Sydney to Melbourne  
Go Beyond Melbourne

### Domestic:

Melbourne & Surrounds  
Great Ocean Road Partnerships  
South of the Bay Partnerships  
Regional Tourism Board  
Partnerships

Undertakes strategic marketing activity for the travel  
trade and international markets



## State Government

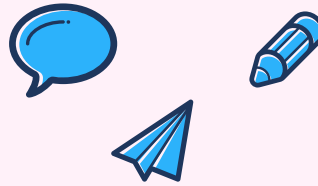
### Visit Victoria (VV)

Peak industry bodies  
advocating and supporting a  
professional sustainable  
tourism industry

## Global

### United Nations World Tourism Organisation (UNWTO)

Responsible for global  
tourism policy, strategy  
and advocacy.



## Regional Tourism Board

Tourism Greater Geelong  
& The Bellarine Inc.(TGGB)



## Industry Bodies

Victoria Tourism Industry  
Council (VTIC)

Peak industry bodies  
advocating and supporting a  
professional sustainable  
tourism industry

## National Government

### Tourism Australia (TA)

Established to promote  
Australia as an  
international tourism  
destination

